

# 2024 Annual Report



**CHAMPIONS**  
INITIATIVE



# CEO's Report

2024 has seen our Champions Initiative team stay focused on doing the small things well, knowing the big things will follow. We continue to build on the strong foundations of previous years, and it's been a privilege to see our regional and national work deepen their engagement with local communities.

At the heart of this year's activity is a renewed focus on our *Champions Community*. It's been a big few years, and our Academy Partners have continued to deliver exceptional outcomes within their communities. Much of this year has been spent ensuring that the resources and support we provide are making a practical difference in their day-to-day operations.

Our Regional Coordinators have played a key role, connecting closely with both established and onboarding Champion Partners across the country. A major step forward this year was having our Regional Coordinators lead the annual compliance audits with Academies – a move that increases our capacity and strengthens quality assurance as we continue to grow.

We've also continued to build momentum in our Development Events. These are now a regular feature on the Champions Initiative calendar, and we're seeing genuine traction in our athlete development programme. This year, that growth was evident not only among our development athletes but also at the top end – with two gold medals, a silver at the NZ Championships, and an international representative emerging from one of our Academies in 2024.

In the *Best Practice* space, our focus has been on ensuring that our systems support both measurement and meaningful learning. The wellbeing survey is now fully embedded in Salesforce, providing valuable insights that help our teams strengthen their local operations in service of young people. We've also seen strong uptake of Salesforce reporting across the network – with clear, logical systems giving us sharper insights into where we're heading, locally and nationally.

We've made big strides in *Growth & Momentum* this year, onboarding three new Academy Partners into the Champions Initiative community. It's been especially encouraging to see the new energy and experience they bring to the national team. In return, they've received wraparound support – including our theory of change framework, coaching and athlete development resources, and structured growth plans from day one.

Still under this banner, we're also excited to announce that several new Board Directors will join our governance team in 2025. I want to take this opportunity to sincerely thank our current Board Directors – Mike Bush, Tony Philp, Saxon Tidmarsh and Kerri Graham – for their ongoing commitment, expertise, and care.

The final piece of our 2024 focus has been *National Profile*. It's been a significant year for this work – our website rebrand is nearly complete, with updated content and tools that reflect who we are and how we serve. Our new *Champions Initiative* brand is also ready to go live in January 2025, with finalised guidelines and templates that ensure a consistent, unified message nationwide.

Our media presence has grown steadily. We've continued to develop our image library to reflect the people and communities at the heart of our work. Combined with a more strategic use of Google advertising, we're now seeing greater engagement from the public and interest from potential new partners.

As always, it's important to highlight where the real work is happening – in boxing gyms and community facilities across Aotearoa. We are constantly inspired by the care and commitment shown by the local coaches, managers, and teams we partner with.

Our shared vision remains the same: **Champions Young People Contributing to Their Communities.**

Ngā mihi maioha,  
**DAVID GRAHAM**  
Champions Initiative CEO

**During 2024, BGYF developed our new operating name 'Champions Initiative'. This will be officially launched early 2025. BGYF will then become 'BGYF t/a Champions Initiative'. BGYF remains our official charity CC55374.**



**“I opened the Naenae Boxing Academy to make a difference in young people’s lives and to give them a place of refuge. I know there are people right across our country who want to make difference for kids through boxing.”**

- Billy Graham



**Our Vision**

Champion young people contributing to their communities

**Our Mission**

Partnering with communities across Aotearoa, New Zealand to establish best-practice youth focused boxing gyms.

**Our History**

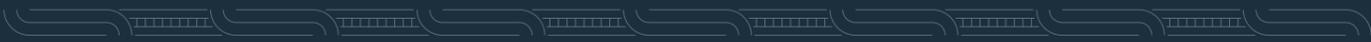
In 2006 Billy and Kerri Graham established the Naenae Boxing Academy (NBA) with a purpose to give back to the community that Billy had grown up in during the 50s. In 1956 Billy was brought into the Railway’s Boxing Gym by the local Police Officer, Hoppy Hodges. It was here that Billy met the legendary coach Dick Dunn who would have a profound impact on him, playing a key role in supporting Billy to turn his life around and become a champion both in and out of the boxing ring. It was Billy’s time with Dick Dunn that inspired the establishment of the NBA in 2006, and from the day the doors opened young people were welcomed into the same environment that had helped Billy succeed so many years earlier. The vision has remained ever since, Champion young people contributing to their communities.

In 2018 the Billy Graham Youth Foundation was established in response to numerous requests from communities and stakeholders throughout New Zealand. These calls came from groups who wanted to see their own communities benefit in the same way that Naenae had through the establishment of their local Academy.

The Champions Initiative (CI) partners with communities across Aotearoa, New Zealand to share, learn from and grow a network of youth-focused boxing gyms who want to do for their communities what Billy did for Naenae. CI operates across four regions; Northern, (Auckland and Northland) Central, (Waikato, Bay of Plenty and Taranaki) Capital (Wellington, Hawkes Bay, and Gisborne) and Southern, (the South Island.)



**Champions Initiative National Team**



**Northern**  
Regional Coordinator  
Regional Coach

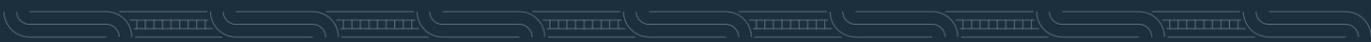
**Central**  
Regional Coordinator  
Regional Coach

**Capital**  
Regional Coordinator  
Regional Coach

**Southern**  
Regional Coordinator  
Regional Coach

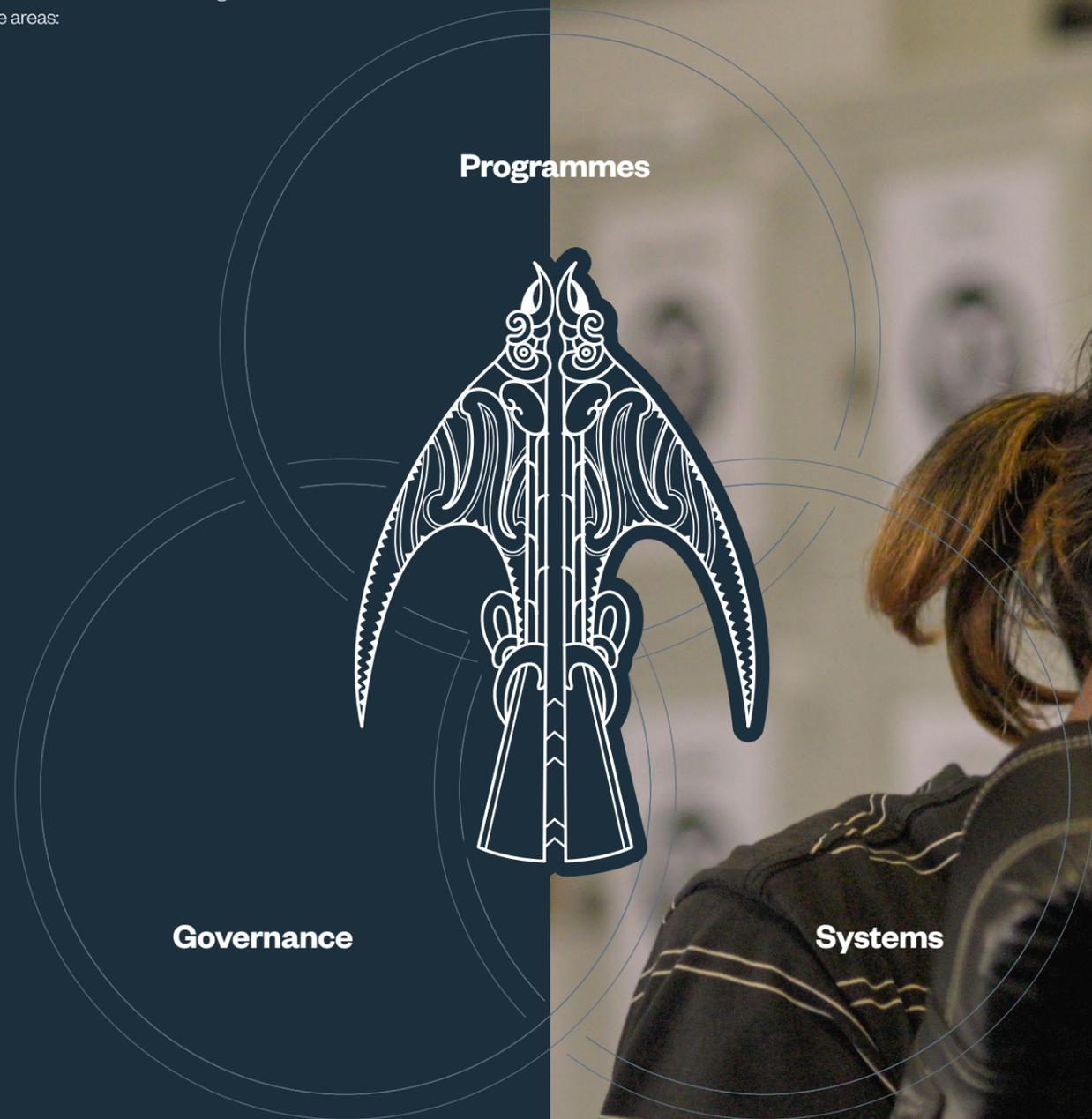


**BGYF National Board**



# What we do

CI engages with local communities through the ongoing development and sharing of resources across the following three areas:



**Programmes**

**Governance**

**Systems**

Since 2006, these resources have supported our partner gyms to achieve the following outcomes with their young people:

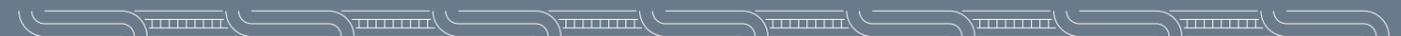
Find a place of  
**Belonging**

Actively  
**Engage**

Pursue their  
**Potential**

Develop  
**Skill Mastery**

Develop an  
**Outward Focus**



# Champions Initiative Offering

## Programmes

Our model integrates expertise in the sport of boxing with best practice youth development principles. This proven pathway creates positive and safe environments, fostering skill development, measurable success, and a sense of belonging among young people. Through structured programmes and ongoing support, your gym can amplify impact within the community while nurturing the next generation of champions, both in boxing and in other areas of their lives.

### Champions Programme

The objective of the Champions Initiative 'CHAMPIONS PROGRAMME' is to attract boys and girls aged 9 to 18 to the physical, mental and social benefits of an organised and graded exercise programme and to provide a natural developmental pathway for any graduates wanting to progress through from basic techniques to a competitive standard.

### Coach & Athlete Development Pathways

A structured and graded pathway guiding the young athlete through stages of PLAY, PRACTICE, PARTICIPATION and PERFORMANCE. The pathway for coaches mirrors this progression via progression through each level of the CHAMPIONS PROGRAMME and its associated assessments.

### Development Events

Development Events are an opportunity for CHAMPIONS PROGRAMME Graduates to display their technical ability and skills in a tightly controlled, semi-competitive bout, where success is determined by overall performance and positive attitude.

### Passport to Success

The Passport to Success programme is structured around 8 core values and integrates these principles into classes. These values are foundational to fostering positive environments and supporting the foundation's vision of championing young people who contribute to their communities. Participants have the opportunity to recite and embody these values, and can receive a life membership as a result.

### Child Protection and Youth Development Training

Our model focuses on structured amateur boxing coaching in attractive, positive, and challenging environments, supported by best practice principles in youth development. Our Champions Programme delivers structured boxing skills training, complemented by partnerships with Child Matters for Child Protection training and Ara Taiohi for Mana Taiohi framework workshops and Code of Ethics sessions, essential for comprehensive youth development.

## Systems

We work alongside you to establish effective systems, structures and relationships that will set your team up for success, achieving maximum impact for young people. Our resources and support will enable you to ensure operations are efficient and effective, through safe and meaningful practices that are backed up by quality data.

### Funding Support

We provide advice (and practical support where possible) on the following: setting up a charitable trust, external accounting & legal resources, establishment of community funding & networking relationships, funding streams (including advice on current best options), use of your key documents, and a budget template for set-up & ongoing costs.

### CRM

Our customised CRM (Salesforce) supports effective management of programmes, service delivery, and participant data. You can easily monitor attendance, class progression, and overall impact while tracking key indicators like ethnicities, gender, locations, and risk factors. Integrated registration and referral forms streamline processes, and tools for managing leads and waitlists are included. Continuously developed to meet our unique needs, this CRM also facilitates communication with members and their whānau, and offers tailored reports and dashboards for clear, effective reporting.

### Partnerships/Relationships

We provide advice on the types of local community and regional relationships you need to build, and how to best approach these organisations. We also explain the national partner relationships that CI holds and how to best use them for your community needs.

### Processes & Templates

You will have access to our comprehensive set of procedures and templates, designed to support good operational practice and ensure compliance with our policies. These resources provide step-by-step guidelines for implementing policies, standardise processes, and facilitate proper recruitment, employment practices, and child safety measures. They are essential for maintaining consistency in operations and are regularly reviewed to align with best practices and evolving organisational needs.



## Governance

We offer comprehensive governance support, leveraging two decades of experience in the not-for-profit sector. Our suite of Policies are aligned with government regulations, ensures protection for young people, families, staff, and volunteers while promoting best practices and facilitating access to funding opportunities. We provide training, templates and insights to empower strong community-led governance through which your boxing gym can thrive.

### Policies

You will have access to our updated suite of Policies, which are regularly reviewed and audited to comply with Social Sector Accreditation Standards (L3) and NZ legislative requirements, such as the Health & Safety at Work Act. These policies protect our young people, whānau, and staff, encourage best practice, and are required for funding compliance. The scope includes ten essential policies, with Health & Safety and Child Safety being the most significant.

### Theory of Change

A theory of change is a tool to help you describe the change you would like to make and how you will go about doing it. This tool will identify if there is alignment between your team and ours, and will then serve as an ongoing resource for your own strategic direction, internal and external evaluation, and to help when engaging with funders.

### Board Pack

A governance framework to support effective local governance practice while maintaining alignment to the Theory of Change. The framework includes clarity of roles, clear processes for decision making and oversight and set of papers for use in board meetings, such as an agenda, reporting templates, conflict register, risk report and a board work plan.

# 2024 Supporters

& us



John Bromley  
Tim Antric  
Helen Crosswell  
Rob Graham

Claire Knight  
Kylie McConnell  
Tracey Turner  
Sandra Williams



# Academy/Affiliate Updates

## Our academies



**Cannons Creek Boxing Academy**  
Billy Graham Youth Foundation



**Mid Canterbury Boxing Academy**  
Billy Graham Youth Foundation



**Naenae Boxing Academy**  
Billy Graham Youth Foundation



**Te Awamutu Boxing Academy**  
Billy Graham Youth Foundation

## Our affiliates

**Springboard Boxing Academy**  
BGYF AFFILIATE

**PACT Boxing**  
BGYF AFFILIATE



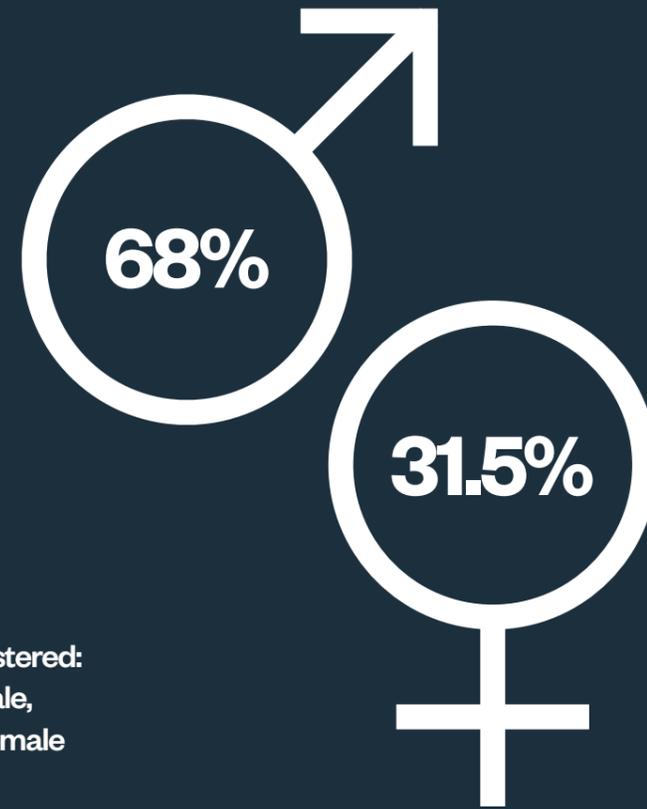
A TOTAL OF  
**1,161**  
programme engagements



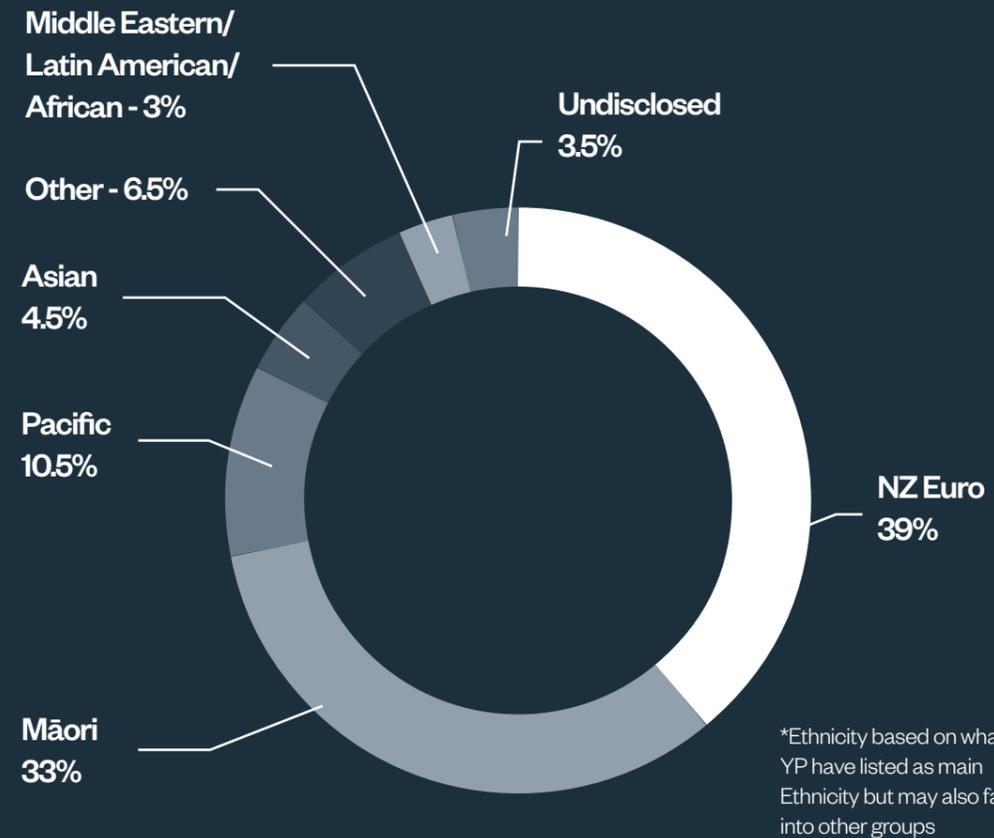
463 through school/  
community groups



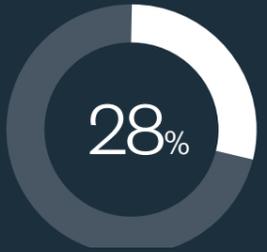
698 Registered  
Members



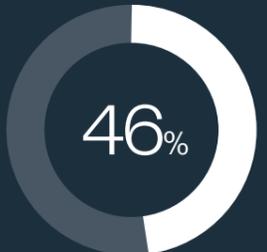
Of those registered:  
68% were male,  
31.5% were female  
0.5% other



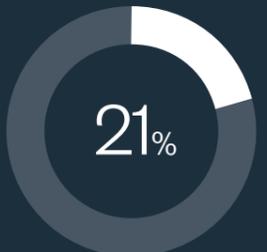
Under 9 years



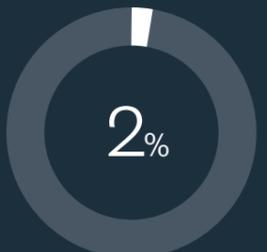
9-11 years



12-14 years



15-18 years



19+ years

# Our Achievements

## Pathways

In 2024 there were some significant developments in the athlete and coach development spaces. Ongoing athlete and coach development included:

### Development:

Three Development Events were held in 2024 – (April, July, and November) at Naenae, Cannons Creek, and Te Awamutu Boxing Academies. All three events were well-attended. An updated rule-set was developed for Development and Skills Bouts and were successfully trialled at NBA event in April.

A number of partner academies sent teams of novice and experienced athletes to the 2024 Easter Camp in New Plymouth (March 28-31st).

### Competitive Athletes:

At the 2024 Golden Gloves three athletes from NBA gained podium places (2 x gold plus 1 x silver).

Boston Fuge (Naenae Boxing Academy) featured on an amateur boxing undercard of a David Nyika event in Auckland; the event was nationally televised.

A September training camp in Auckland was hosted by Redline Combat Academy and attended by athletes from Nanae Boxing Academy (NBA) as part of their preparation for the Boxing NZ National Championships.

At 2024 BNZ National Championships, boxers from Naenae Boxing Academy won Gold in the Youth Male 75kg) and Junior Male 60kg categories, plus silver in the Junior Male 50kg category.

### International Events:

In December 2024 athletes and coaches from Naenae, Cannons Creek, Wairarapa, Hawke's Bay, and Te Awamutu travelled to our second invitational event in Suva, Fiji. As was the case in 2023, the experience of competitive international bouts, training opportunities, and exposure to the culture and customs all had a positive impact on the sporting and personal development of all those that attended.

### Coaching:

Training in the Champions Programme resources was delivered to three onboarding academies; Wairarapa (in October at their Masterton academy), Hawkes Bay, and Invercargill (at NBA in November).

A coach and athlete development pathway was finalised (training manual, coaching levels, athlete and coach logbooks etc.) and will commence on January 25th/26th 2025 with initial roll-out of the 'Community Coach' and 'Development Coach' level awards at Naenae Boxing Academy.



## Marketing and Communications

2024 was a very productive year in the marketing and communications space at Champions Initiative. Continual work with Hemisphere - Champions Initiative's charity creative partner, on the re-branding of BGYF to Champions Initiative, meant the completion of a comprehensive logo suite and brand guidelines. This was achieved for the Champions Initiative, Champions Initiative Partners and Champions Program Level branding. A huge piece of work, that was proudly launched to the wider team at the National Hui in April.

Champions Initiative Merchandise was presented, as was the re-branding timeline and creative assets.

Data Story was contracted by Champions Initiative to design and develop a new digital platform. An initial brief was presented, and the first stage of design was started.

Champions Initiative has 3 social media platforms - FB, Instagram, and LinkedIn, all of which saw a sizeable increase in followers and engagement.

Champions Initiative had a busy year with media engagements. Coverage included interviews on RNZ; Mike Hosking Breakfast; The Platform with Duncan Garner; and Pacific Community Radio. A huge highlight was a large interest segment on TV 1 news with Barbara Dreever.

For the third consecutive year, Champions Initiative was featured as one of the One NZ charities on the 'One Good Kiwi' initiative. This not only raised money for the academies but helped to increase our national profile.



## Continued engagement with local communities

There are four accredited Champions Initiative partners

- Naenae Boxing Academy
- Cannons Creek Boxing Academy
- Mid Canterbury Boxing Academy
- Te Awamutu Boxing Academy

There are two Affiliates using Champions Initiative resources

- Springboard Boxing Academy
- PACT Boxing

There are six communities who are currently working with Champions Initiative through the processes of onboarding to become a Champions Initiative Partner

- Hastings
- Havelock North
- Invercargill
- Wairarapa
- Central Auckland x 2

There is much work to be done, further developing and introducing our suite of resources to our potential new partners

# Board of Trustees & National Advisory Service

## Board Members as at Dec 2024

- Blake Parata (Trustee) (Resigned 4 May 2024)
- Kerri Graham (Trustee)
- Nathan Lindstrom (Trustee) (Resigned 31 December 2023)
- Saxon Tidmarsh (Trustee)
- Tony Philp (Trustee)
- Michael Bush (Trustee)
- David Graham (Interim Chair)

## National Advisory Service Team Members

- David Graham - CEO
- Billy Graham - Founder
- Harry Otty - National Director of Performance
- Kerri Graham - National Director of Operations
- Erinna Lane - National Director Systems & Compliance
- Fleur Bromley - Marketing & Communications Lead



# Make a difference

## How you can help

Champions Initiative is an initiative of the Billy Graham Youth Foundation, a registered New Zealand charity (CC55374).

Any donation is most welcome. Whatever the size of your gift, you are helping make it possible for us to continue. We need you!

If you would like to contribute financially to Champions Initiative, please contact us via the details below. If you do send us a donation, please let us know your postal address, so we can send you a tax receipt at the end of the year.

## Goods and Services

Another way people choose to support us is through providing Goods & Services. Your generosity and expertise will be put to good use for Champions or any of our academies nationwide. Please contact us if you are able to help in this way.

### Champions Initiative

PO Box 53  
Carterton, 5743  
Phone number: +64 27 523 3639

[championsinitiative.org.nz](https://championsinitiative.org.nz)

### Bank account details

Billy Graham Youth Foundation  
ANZ Bank, Lower Hutt  
06 0529 0938584 00



Email  
[kerri@champions.org.nz](mailto:kerri@champions.org.nz)

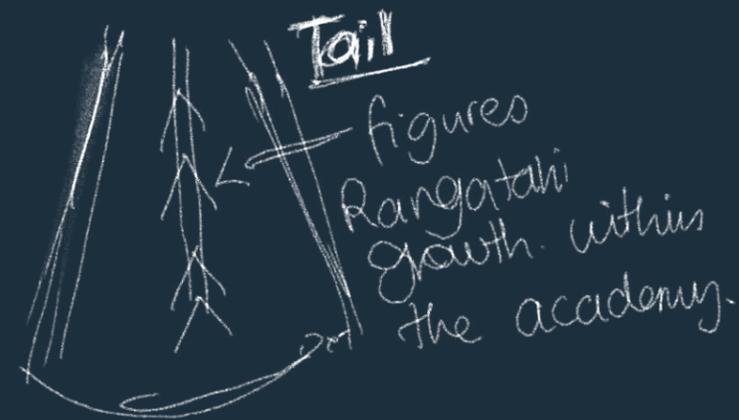
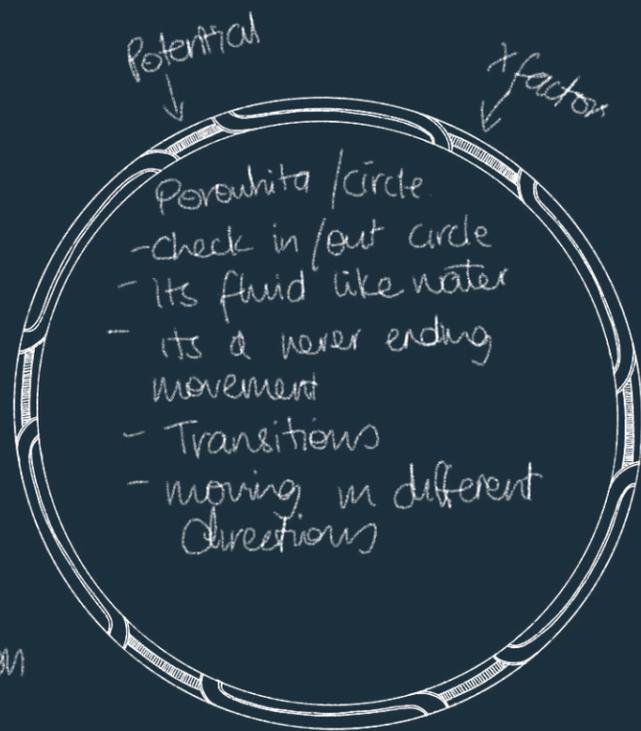
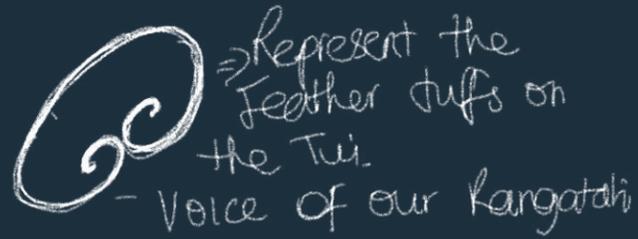
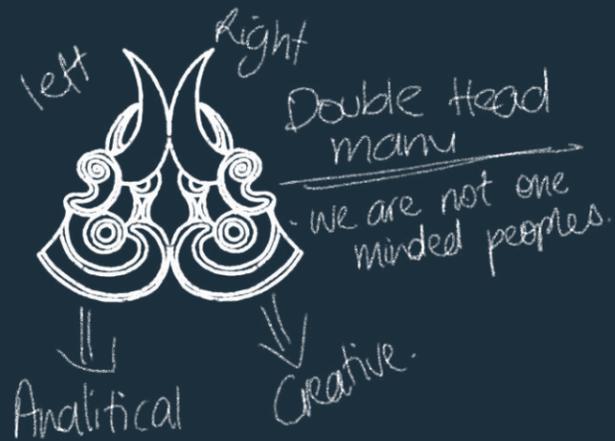


Call us on  
**027 5233 639**



To help Champions Initiative support our champion young people

# Brand Concept Sketches



Niho Taniwha  
A A A A A  
Strength.  
guardianship  
Trust  
protection.

